

LABOUR ORGANISER

MARCH 1947

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SITUATIONS VACANT

ELLAND DIVISIONAL LABOUR PARTY.

—Applications are invited for post of **Full-time Agent**. Salary and conditions in accordance with National Agreement. Forms of application can be obtained from **Alderman W. Whiteley, C.C., Labour Club, 44, Bradford Road, Brighouse, Yorkshire**, to whom they must be returned not later than April 26th, 1947.

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THE LABOUR ORGANISER

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The Labour Organiser

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JUBILEE THOUGHTS

We hope you will like our Silver Jubilee number. It has come out at a difficult time—difficult for all of us, and not least our worthy printers. We are not usually addicted to drum-banging in these pages but we thought that a little fanfare on this special occasion would not come amiss. After all, few journals have behind them a quarter of a century's service to the Labour Movement.

We would like to thank all those, from the Prime Minister downwards, who have sent their good wishes. Clem Attlee has honoured us with a characteristically encouraging message, all the more appreciated in view of the tremendous calls on his time.

We take special pride and pleasure in Herbert Drinkwater's contribution. For some 24 years "Drinky" (we know he will not mind the diminutive) *was* the "Labour Organiser." He founded it and edited it with flair and vivacity. He was the mentor of all those willing to learn their craft and the tormentor of the sluggish and the can't-be-bothered fraternity. In a few short months he built the "L.O." into an organ with a sizeable circulation and an influence far beyond the immediate circle of its readers. In all this, of course, he received the help and encouragement of a small but able band of colleagues.

Now we face new times, new problems and new opportunities. But the job of the "L.O." will remain the same. It was expressed very well in issue No. 1 of August, 1920:

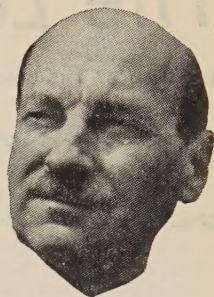
"So long as Labour remains a concrete and living force in the life of the nation, so long must its organising machinery be a matter for study and discussion."

Now at Issue No. 300, the need for the "Labour Organiser" is greater to-day than ever. The fascinating craft of Labour Party organisation grows not more easy but more complicated and more skilled. Ours is a job not for amateurs but for professionals, even though so many of us serve in the ranks of the Great Unpaid. In editing this practical journal for practical folk, we know we can go on counting on the help and encouragement of all our readers and contributors.

We have two Jubilee wishes. May more of our readers become contributors, and may more of our key workers become readers. Help us to realise both these aims.

Clem Attlee

says:



10 DOWNING STREET

WHITEHALL

Best wishes to the Labour Organiser. May it have many more years of vigorous and informed service to the Movement before it.

It is not enough that we should be zealous and enthusiastic socialists. We must also be practical missionaries for the Cause. The Labour Organiser has become the indispensable organ of the practical Labour Party man or woman, of those devoted thousands in the constituencies, agents, organisers and key workers, who have done so much to build up the Labour Party to its present position of power and responsibility.

At the General Election the readers of this journal were the "technicians of victory". But political life is not all elections and before the next General Election our Party key workers will have important tasks to discharge. They have to see that every Constituency Labour Party is a healthy and vigorous unit of Party life and organisation.

They must ensure that the thousands of new members who have joined our ranks become informed, as well as enthusiastic, Socialists.

Above all, perhaps, they must strive to strengthen that spirit of fellowship and good comradeship, that joy and satisfaction, which comes in working together for great ends, which has meant so much to our Party in its march to power.

The Labour Organiser will help you with tasks such as these. Use it well. Good luck to you all.

3 February, 1947

C. R. ATTLEE.

An Editor Remembers

By HERBERT DRINKWATER

So the "L.O." is 300 up this month. And to think that I was personally responsible for more than 270 of those issues almost brings back to me my old "L.O." headache.

For our dear little paper was mostly brought out under trying conditions. It takes a lot out of one to edit and manage a national paper and to do justice to one's full-time job (and a half-time job in addition). But even now, going on for 71, when my day's work is finished on my little farm of five acres, I curl up at nights in the old armchair and grunt disconsolately that the job now falls to abler hands—though not to more willing ones!

Yet I have not truly regretted my final retirement in the autumn of 1944. "The old order changeth, yielding place to new": new times, new problems and new men. They who now run the "L.O." are more fitted to the job than I. They do it well.

The "Labour Organiser" to-day is a perspicacious paper, finely edited and produced, and fuller than ever of just that informative, instructive and inspiring matter that so helps the Party workers in the constituencies. I think there has been a continuous improvement during the last twelve months.

When the "L.O." was launched in 1920 I had held the Socialist faith for 21 years. But although an old journalist it was my first freedom in journalism. And I thank my comrades that they always conceded that freedom. I loved the work. It is my happiest memory.

The First Issue

The first issue came out in August, 1920. I sent duplicated copies (it was later reprinted) to a few hundred organisers and key workers and asked for regular orders. They came, and we sold 1,000 copies of the second issue. The circulation rapidly rose, and it was not long before we were approaching the 2,000 mark.

This, after all, is a particularly fine circulation for a semi-private paper severely confined in its possibilities. As I never failed to point out to advertisers, a picked clientele is of greater value than a casual one: I pointed out that we circulated to the cream of the Labour Movement, to those who were virtually all leaders in their localities, and who represented

a formidable potential force in the life of the nation.

Of early struggles there is little to be said. A few scorned, a few opposed, fewer still tried sabotage, but on the whole never was a Labour paper more warmly backed—for so long and so continuously—by the workers whom it concerned. The loyalty was wonderful.

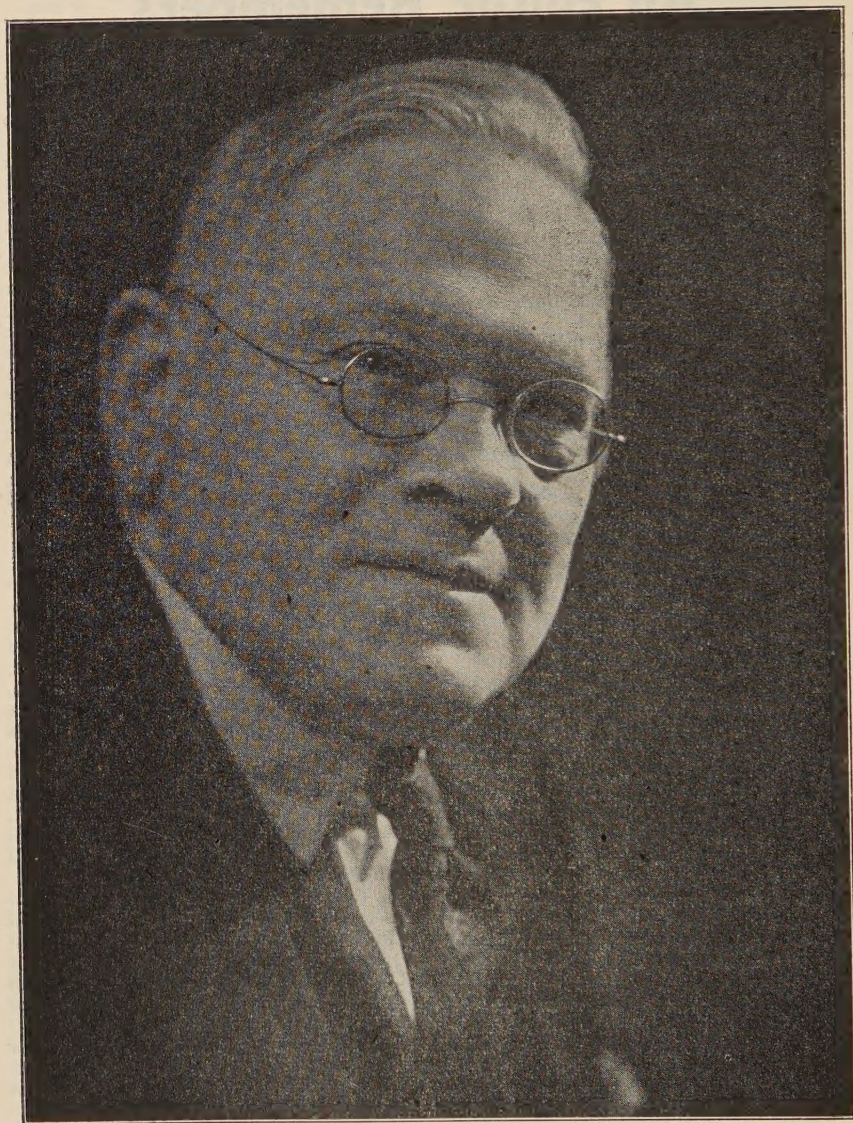
Nor must I forget to mention the special loyalty and long friendship for the paper of my old friend, George Shepherd. He was Chairman of the Committee which authorised the launching of the paper. He helped its progress in many ways and on many occasions. A far-seeing man, he realised the power such a paper could and did possess, and he helped that power to be wielded, as it should be, for what was best in organisation, and for the Socialist weal.

Those Who Helped

There are others to be remembered too—the "staff" (of one), whose sacrifice and devotion I shall never forget; the occasional contributors, of whom Jack Cutter is especially remembered; the big guns, Sidney Webb, Snowden, Henderson and others, who wrote for us; the well-wishers, who sent us messages, for these included all the Labour leaders, the National E.C., and the princes of organisation up and down the country. Last, but not least, our printers were helpful in no small degree. I remember very kindly all their constant aid and service.

The "L.O." in its early days had several ancillary activities. We held a Conference of Local Labour Newspapers in London; we launched a National Poster Competition, which was taken up by the advertising world and proved interesting and successful; we published Collectors' Books for Local Parties; and we also put on show at a number of Conferences a collection of organising and election material.

The post-war slump of the '20's; the strain on Local Parties when they had to face three elections in two years (1922, 1923 and 1924); the "red letter" effects; the General Strike; the Trades Disputes Act; the Mosley defections; the 1931 collapse, which was an Electoral but by no means an organisational collapse; the long depression; the 1935 recovery; and the early years



HERBERT DRINKWATER

Founder and Editor, "Labour Organiser," 1920-1944

of the war, all produced special problems, and all found the "L.O." ready with remedies and recommendations suited to the times and to our readers. Because of these changes our pages kept fresh and, I believe, interesting.

The Difficult Years

The "L.O." began its work during the post-war depression. How the Trade Union slump hit the D.L.P.'s may be realised when it is recalled that one Union alone withdrew over 30 financed candidates. The Unions between 1918 and 1922 were by no means so selective and careful where they spent their money as they are to-day, and lots of rural constituencies were almost shorn of hope of recovery.

'Twas then we concentrated on means to make D.L.P.'s more self-supporting. Schemes for money-raising were put before our newly-established and fledgling local organisations. Individual membership was boosted, and the "penny-a-week" scheme explained, advocated, illustrated and developed without end.

Each of the Party's phases mentioned above called for special effort and new

directives. Perhaps because our constant effort was to *help* and not to lecture, there was ample proof as the years went on that we had built a camaraderie among the parties which made the "L.O." one of the most popular, and probably the kindest-regarded, of all Labour publications. There was love in the work, and from hundreds of quarters it was returned. The old comradeship of our Movement is a long way from being dead.

To conclude, let me say that Socialism is a sunny creed. That is why I sometimes smiled and laughed in the pages of the "L.O.". All the pioneers I knew were jolly, cheerful chaps. "Socialism," they said, "is Life." And life is one great joke, is it not? That agreed, then I think there should be more smiles in our work, in our meetings, in our publications—though I'm not hinting at my successors.

Good luck to them. Good luck to the "L.O.".

And anyone else for a copy? The one and only "Labour Organiser"—only fourpence.

HOW TO DO IT—NO. I

What Makes a Good Party Chairman

By COUNCILLOR H. H. GIBBONS, J.P., O.B.E., L.C.C.,
President, Greenwich L.P.

This is the first article in a new series which we hope will be found helpful by local Party officers and other busy workers. All the articles will be written by persons of considerable experience in their particular office.

We all know the newly-elected Chairman who, in an excess of zeal, studies hard at the Standing Orders, and proceeds to rule his meetings with a rod of iron. Strict rules of debate are followed and woe betide the enthusiastic delegate who attempts to speak twice on the same resolution, or speaks too long, or wishes to move an amendment that is not in order.

His end is known, his fate is sealed, almost before he starts, and the agenda is disposed of with a celerity that gives great self satisfaction to the Officers; and to those members who want to get home early, if not to those (often the majority) who would have liked to have "got in" on one or other of the matters if they had only known how. This is particularly true of busi-

ness meetings such as the General Council.

Many delegates at these meetings are relatively new members, full of enthusiasm and anxious to play a part in the management and development of the life of their local Party, but they are often perplexed and disappointed at Standing Orders and the Rules of Debate which seem specially designed to prevent them from making a contribution, and in which their Chairman is so uncompromisingly expert, that they are often too nervous to speak at all.

Be Friendly

I like the friendly Chairman who addresses the members as comrades and means it, who rules the meeting not with a hammer but with reason

and commonsense, who discusses difficult points of procedure with his members and encourages them to propose ways and means, and whose authority rests upon the respect in which he is held. I like the Chairman who regards himself as a member of the Party authorised by the others to conduct their business meetings in the most democratic way possible.

Personal Share

The Chairman is really the servant of the meeting and not its master; it has happened many times (and will again) that after a struggle members have had to demonstrate in no uncertain way to their chairman that his authority rests entirely upon their goodwill. A well-conducted business meeting is a co-operative affair in which members and chairman alike play their part. In my view it is important to inculcate this sense of responsibility in your members. I lose no opportunity of placing the onus for any ruling on to the meeting. This method is also, I find, a great time-saver; we have no long and acrimonious debates on the Chairman's ruling, and the contention having been settled by a majority vote is accepted without question.

From the point of view of the Party, this question of procedure at our business meetings is also most important. Delegates returning to their areas will in due course make their report on the meeting, the proceedings will be fully discussed, and such reports, according to their nature, will in time either stimulate or depress the political life of the Party in that area.

The ideal business meeting of a Labour Party is one where each member feels he or she has a personal

share and responsibility for its decisions and for its conduct. Business meetings of Labour Parties are not usually a place where votes of thanks or compliments abound, yet the other day I heard one of the most graceful tributes I have ever heard paid to a chairman of a meeting who had just been re-elected.

"I would like to congratulate Mr. — on his re-election. In my view he is a model chairman who never forgets that he is one of us. If a difficulty arises one somehow gets the impression that he leaves the chair, discusses the matter with us and gets our views and then returns to the chair and proceeds with the business along those lines."

Many of you will think reading these lines that this is an exceptionally fortunate Party, but we all have our "difficult" members and this Party is no exception to the rule, but these so-called "difficult" members have often been created by the atmosphere and the spirit in which the meetings of our Party are conducted.

Right Atmosphere

The creation of the right atmosphere is undoubtedly the personal responsibility of the Chairman, and if he can create it, he will enjoy a happy period of service, the officers with him will feel that they are members of a team who have the confidence and trust of the delegates, and the delegates will reciprocate and feel an added pride in the Party for this successful demonstration of democratic leadership, and last, but by no means least, under such happy circumstances, *the work of the local Labour Party in that area will flourish amazingly.*

AGENT'S CERTIFICATE

Mr. J. Cattermole, the Agent and Secretary of the Birmingham Borough Party; Mr. Wilfred Young, the Regional Officer for the Eastern Counties, and Miss Florence E. Caruth, the Woman Organiser for the South-Western Counties, have recently been awarded the Agents' Grade "A" Proficiency Certificate by Examination.

This certificate is available only to members of the Agents' Union who are practising Agents or Organisers in the Movement.

ADVERTISING RATES UP

Rates for advertising in the *Labour Organiser* are to be increased.

This is largely owing to increased printing and other costs.

The new rates will be:

Full-page .. £4

Half-page .. £2

Quarter-page .. £1

Small .. 8s. an inch

The Labour Organiser's increased circulation makes advertising in our pages a good investment. We shall be pleased to receive enquiries from organisations and individuals interested.

Profile by JACK CUTTER

NO. 7, REG WALLIS

Why Lancashire Likes Him

It has been said that a good biographer should never intrude himself or his ideas when writing of his chosen subject, but I am no Boswell and have broken that rule in every one of these brief sketches to date. I propose to go on doing so for I write of my colleagues and good friends with whom I have worked, argued and played, and cannot be detached about the fellowships thus formed.

I mention this because it will be obvious that I have a special pleasure in writing of Reg Wallis. I have a warm liking for the man as well as a respect for his qualities and abilities. I think most people—even those who have disagreed violently with him at times—share this liking and respect, for most people admire a man who is direct and unsubtle, who knows his mind and speaks it and you can like it or lump it.

Probably the reason for his success as the Labour Party's chief administrator in the North Western Region is that they like that sort of thing in those parts. The average Lancastrian is not a subtle chap. He appreciates directness and intellectual honesty just as he likes his jokes to be obvious, his music to be tuneful and his holiday resort to be Blackpool.

Opinion on Blacklegs

But Reg is not a Lancastrian born. We first notice him away back in 1919 in the little township of Blisworth in the Daventry Division where he set up the Local Labour Party and became its first secretary, while still well on the sunny side of his twentieth birthday.

Two years later he was appointed secretary of the Daventry Divisional Labour Party, and held the office for five years until his activities in the General Strike led to a charge of intimidation against him. I don't know the details of the case, but it is a safe bet that someone had heard Reg expressing a mild opinion of blacklegs. Anyway, the case was dismissed and

the railway company, doubtless in self-defence, transferred Reg to Willesden.

His career as a railway clerk had not much longer to run, however, for the Daventry D.L.P. brought him back from Willesden to be their full-time Agent. Two years later he took up a similar appointment at Stafford, and for nearly four years directed Labour development in the town and county of Stafford, founding the Staffordshire Federation and becoming its first secretary.

In 1932 he left the Midlands and went north to Leeds, where he preceded Len Williams as Secretary of the City of Leeds Labour Party, and manager of Leeds' *Weekly Citizen*.

Racy Talker

Four years later he was appointed District Organiser for the North-West in succession to Bill Kneeshaw and began to lay his plans for the formation of the Lancashire and Cheshire Regional Council, the first piece of Regional Council machinery established by the Party outside Scotland and London.

By 1938 his plans were complete and the Council was established with an affiliated membership of 200,000 and with 56,000 individual members in the Divisional Parties within the Council's area. Now, just over eight years later, the affiliated membership is 544,000, and the individual membership has almost doubled itself.

Although the work of the Council entails long hours, evening and week-end meetings, many journeys, a heavy correspondence and numerous interviews, Reg manages to keep a fresh and unjaded mind, a keen humour and a capacity to enjoy to the full what leisure his exacting duties permit.

It is impossible to be bored in his company. On the contrary, his company is a grand antidote for boredom or blues, for he sharpens the wits and brightens the occasion with his clear

(Continued on Page 10)

YOUR ELECTION QUERIES ANSWERED

Loudspeakers

Query:

What are the provisions relating to the use of loudspeakers on polling day?

Answer:

There is no electoral prohibition to prevent a candidate using a loudspeaker on the streets on polling day provided he keeps clear of the entrances to polling stations. If you or your opponents use them outside a polling station, the Presiding Officer can order you away.

The question of using loudspeakers is one for some discretion. If a canvass has been done it is not desirable, as its effect is to stir up the opposition voters also. On the other hand, in very strong Labour roads its psychological effect may be good. Avoid being ordered off the streets for being a public nuisance under local bye-laws against undue noise. Give due consideration to the matter for the best advantage.

* * *

Fly-Posting

Question:

We are proposing to engage in an extensive poster campaign in connection with our Urban District Council Elections. What is the law relating to fly-posting and bill-sticking

Answer:

Fly-posting and sticking of bills on any person's property (e.g., garden fence, side wall of house, lamp standards, electricity fuse boxes, etc.), *without the consent* of the owner of that property is illegal and an offence in which an action for damages lies. All councils have bye-laws applying to bill-posting on public property and great care should be taken not to infringe any such bye-laws. Chalking or writing on the highway is also illegal and offenders are liable to a fine on conviction.

THOSE FIGURES!

By Mrs. Edith D. Watts, Secretary,
Kent Federation of Constituency
Labour Parties.

So, according to figures published by Head Office, the Home and Southern Counties have become "top" area for membership, with the Eastern Counties second. At the moment, both areas are still organised on a county basis and one is tempted to ask "Why Regionalise?"

That the Home and Southern Counties have done so well seems to have caused some surprise! But, surely, only to those blind persons who have persistently revelled in calling us "black spots" and "backward areas."

However, we might all be surprised if we examined the figures more closely and could see the published table side-by-side with the actual *fully-paid-up* membership figures. Apparently computations have been made based on "orders for cards" minus a certain allowance for "unused" cards. Thus the calculation becomes an assumption, which can be most misleading—and probably is in this case—and averages are often deceptive. No doubt those concerned, throughout the country, will be looking into the matter and further will be heard in due course.

(Continued from Page 9)

cut comments. There is something wrong with the man who refuses to like Reg Wallis. He must have a struggle to do so, and I for one would find it impossible even to try.

* * *

WITH COMMENT

Stalin was returned by a 100 per cent. vote in the recent Soviet elections. There are 110,691 voters in his constituency. Stalin polled 110,691 votes.

—Soviet News, 14.2.47.

Boy! What a knocking-up system!

Some Faults in Labour Papers

By FRANK BARBER (Leeds Labour Party)

The writer, a Yorkshire journalist, has had wide newspaper experience

So many local Labour journals have been successfully launched since the end of the war that our Fleet Street Press barons are reliably reported to be on the verge of demanding a Royal Commission to investigate their anti-monopolistic tendencies.

The combined circulation of the Labour Press must be considerable and if developed could play an important part in reviving local journalism. The provincial weeklies which flourished in the nineteenth century are rapidly disappearing, first, because of the centralisation of newspaper production and, secondly, because they are Liberal or County Tory in outlook and thus out of touch with the public. There is an opportunity for Labour here . . .

Long Way To Go

But we have a long way to go. Most of the Labour journals I have in front of me are parish magazine efforts: they will be read by the faithful and nobody else. Some, however, are well done and it is difficult to suggest improvements without an on-the-spot discussion.

However, they all display enthusiasm, and so I'm going to assume that Labour editors are not like other humans and that they welcome advice.

Here is a point to remember: only one person in the world reads your paper however bad it is. That's you. Everybody else has to be persuaded that your paper is worth buying and reading.

You succeed when you draw people's attention and then make them feel satisfied with what they read. The first is achieved by headlines, the second by telling your readers things they don't know, and by discussing topics of the moment.

In political terms, it means your job is to tell people what Labour is thinking and doing, what its policy is and its attitude to problems of the moment.

The general appearance of the paper should be bright and cheerful. You can pick up useful ideas by observing how the daily papers vary their page designs. Compare your paper with others and when you have time call on your printer. If you understand some of the technical problems of printing, you can experiment with page make-up.

These are some of the main faults in Labour journals:

All headline type the same size and font. Nothing stands out. The reader doesn't know where to begin.

No cross-heads in articles which fill whole pages. This fault gives a "Don't read me" effect.

Advertisements at the top of the pages, with editorial matter underneath. Put the advertisements at the bottom and sides of the pages.

Too many headlines like "Labour and Food," and "Holiday Musings." One Labour paper I saw had a headline, "Women's Intuition is Bunkum." Good. Compare it with "Feminine Musings."

Too many anonymous articles of the "What I think is . . ." variety. If you can use by-lines (by John Smith, Secretary of Towner Labour Party, etc.) do so. Add a few biographical details for a new writer.

But the most important part of your paper is the reading matter. Far too many articles are just collections of words and almost all of them too long. About 800 words should be the maximum, usually.

In general, factual articles are preferable to soapbox and opinion articles.

You should try to collect more editorial matter than you can get into the paper. This enables you to reject the rubbish and to prune the long-winded. And you should keep the paragraphs short: eight to ten lines should be the average.

Get The News

Besides articles and reports of local council and party meetings, you should try to collect news paragraphs of 50 to 100 words about the doings of the local councillors, party and trade union officials and anybody else within your range of interest. These break up the pages and also have a high reader interest.

Finally, a word about advertisements. They give the paper reader interest as well as help to pay for its production. They also give the paper standing in the eyes of new readers. But do not get too many—up to one-third of the paper may be used for advertising matter, and on this you should be able to make your paper pay.

Avoiding the Conference "Rush"

By R. STANTON, General Secretary, National Union of Labour Organisers and Election Agents

MEMBERS will be sorry to hear that our colleague Ben Wilson, of Preston, has had to enter hospital and is likely to be out of harness for some months. We hope that he will return with improved health and vigour and be in a position to continue serving the Union.

Many of us, of course, could not always agree with Ben's propositions, but that did not lessen our respect for the sincerity of his views and actions.

A New District

CONSEQUENT upon the decision of Annual Conference a new Union District has now been established to bring our Union organisation into line with the Party Regional Organisation in the Midlands. The old Midlands District has been split into East and West Midlands Districts. The change had been delayed until the end of the financial year to make arrangements easier.

J. H. NASH becomes District Secretary of West Midlands, while our Chairman, F. T. WARSON continues as District Secretary for the East Midlands. This also means an addition to the National Executive of the Union.

Annual Conference Plans

WE are now looking ahead to the Annual Conference of the Union and as already indicated we are making provision this year for two sessions, and to avoid clashing with other important fixtures on the Whit-Sunday afternoon, are arranging a session on the Saturday evening and Sunday morning.

We want to avoid the rushing of important business which has marred some of our previous Conferences. With the important matters with which we have been dealing during the year it is anticipated that the additional time provided will not prove too much. It will be a convenience if I give a preliminary notice of important dates. Resolutions, nominations and amendments to rules will be due to be

received by me not later than first post Monday, April 28th. The final Agenda for the Conference, with the report of the Executive Committee, will be issued on Monday, May 12th.

The Union is organising a Dinner to be held on Wednesday evening, May 28th to do honour to Lord Shepherd, and it is hoped that every member will make an effort to attend and join in the Union's expression of appreciation to one who has served both the Party and the Union over very many years. Full details of this function will be communicated direct to members.

London's Novel Venture

I HEAR from Les Hilliard, London's District Secretary, that much support is promised for a suggestion that the Annual Meeting of the London District shall this year take on the form of a social week-end.

The suggestion is that a guest house be booked for a week-end within easy reach of London, and members and their wives spend the week-end together, devoting Saturday evening to a social function, and Sunday to the Annual District Meeting, with the wives present as visitors. It is hoped the experiment can be made, and it will be interesting to know the result.

On the Job

WE have started the Charter on its way! A statement embodying the decisions already conveyed to members has now been submitted and had a preliminary examination by the Adjustments Board which was held, alas, on the first day of the fuel cuts, and unfortunately with a depleted attendance. However, it will be of interest to members to know that we have reached the negotiating stage and it is expected that by the time Annual Conference comes round the Executive will be able to report not only the preparation of the Charter but substantial progress in the negotiations necessary to its implementation.

Get Among Your People

By COUNCILLOR J. MCGIBBON, Secretary, Dartford B.L.P.

Here is how one Party's Councillors and key-workers keep in touch with local residents by "Personal Contact" meetings.

The "Personal Contact" meetings were introduced by three Wards working in conjunction as one aspect of a membership drive. Through the measure of success achieved, it was quickly realised they could be easily adapted for election purposes, a series of such meetings, leading up to large meetings prior to the election.

In principle, they differ little from the old street corner meetings, that most hazardous, but successful method of propaganda to which the old pioneers of Socialism had to resort. The difference, however, is in the detail, and we trust that as many parties as possible may derive some benefit from them.

If the Ward is a small one in membership, details would be made a matter of general discussion, but Wards with large membership would be well advised to have a small sub-committee to deal with the organising. The topography of the particular section in which meetings are to be held, should be closely studied, and the most advantageous positions picked out, having regard to the availability of the spot to the surrounding streets.

Women's Help

Avoid, of course, busy thoroughfares which would distract the attention of your audience, and where you may cause some obstruction. Two or more meetings could be run simultaneously the number being subject to the number of speakers available.

The co-operation of women's sections is an essential factor, and their help should be solicited, if any activity such as distributing handbills, etc., is contemplated in the afternoon before the meetings. These handbills should be an invitation to the meetings, the place and time of the meetings should be clearly defined, so that even at a glance they should have the necessary effect. If the handbills are distributed the night before the meetings, the words "To-morrow Night" should be put in bold lettering.

On the other hand, if they are dis-

tributed on the afternoon before the meeting, the word "To-night" should be substituted. It is here that the women's sections can be of invaluable aid, it being so much easier for the ladies to go round in the afternoons, than it is for the men. The merits or otherwise of afternoon or evening before, for distribution is, of course, one which Parties can decide for themselves. The method used in Dartford was by distribution in the afternoon.

Invite Councillors

Any of the local Labour councillors who can attend, should be invited, and distributed among the various meetings. They can circulate among the audience chatting with the people, and discussing local affairs, listening to complaints, and, it is hoped, appreciating all the opinions, viewpoints, and criticisms which are given to them.

The principal speakers could be the Chairmen of the Local Wards of the Party, and the Aldermen and Councillors for that particular section. A small rostrum of some kind should be provided, of a height which will not give the impression of the speakers being remote and yet make him or her able to command the whole of the audience.

As the time of the meeting approaches, small groups of Ward members should enter the surrounding streets, each group being equipped with a hand bell. This should be soundly rung, and will attract people either to doors or to windows. Members of the groups will then approach the people, have a chat with them, and urge them to the meeting.

Properly organised, these meetings can be of inestimable value to the Party, both politically and socially. advertise well, keep speakers to main essentials of local affairs, and above all have as many members of the Party as possible mixing with the audience, and conversing with them, which is, after all, the essence of "Personal Contact Meetings."

Planning a Local Booklet

By L. G. SIMS, Agent, Windsor D.L.P.

The "Your Windsor" series of booklets has won praise from many local parties. Here is how the series was planned from start to finish.

To rush headlong into print can be a costly and very unsatisfactory business, whereas, with careful planning it can bring pleasure, perhaps profit and certainly much benefit to the party.

In 1945 we in Windsor produced a 40-page illustrated booklet entitled "Your Windsor." This outlined the functions of the Borough Council and contained plans of what Labour would do if returned. Last year we followed this with "Your Windsor takes Shape" which gave details and photographs of what had been accomplished. It is about these two publications that I have been asked to write.

An Editorial Board was set up early in June with the object of publishing in September. This comprised an Editor, two Sub-Editors, Art and Technical Assistant and two others, each chosen because of his or her understanding of the work involved. We then reviewed the extent, purpose and scope of the publication, its size, likely circulation and the kind of person for whom it was intended.

Settling the Price

Having decided this and settled the number of pages for text and for photographs, we agreed on the size being demy 8vo. ($8\frac{1}{2}'' \times 5\frac{1}{2}''$) with 10-point type as this is the most easily read. Two dummy copies were made. We found the approximate number of words per page by taking a printed page of the same width, counting the number of words in each of the first ten lines, finding the average and multiplying by the number of lines per page. Types vary, so see that you get a specimen of the type you wish to use. A good type to use is "Times" Roman.

Armed with the dummy copies we saw the printer, told him our requirements and asked for an estimate. This is necessary in case the charge is more than you can afford, and to assist in basing the price of the booklet. If it is too high, then cut down in some way.

Then we came to the illustrations, we obtained photographs of sites in Windsor necessary to bring home our point and others were bought from agencies on paying copyright fees and

promising to put in an "acknowledgment." The blocks were ordered and the price obtained. With this knowledge we settled the price and the approximate number required—having in view that this publication was not intended as a commercial proposition, but an effort to win the election campaign.

The Editor, knowing just how much space he had, proceeded to obtain articles from those qualified, stating the number of words required. The two Sub-Editors licked them into shape ready for the Editor to weld them into one uniform style.

We asked the photographer to supply "glossy" not "matt" prints, with plenty of contrasts, a dark subject is hard to reproduce. We then asked the printer, for a specimen of the paper to be used and sent both to the block-makers asking for a screen to suit. Screens are important—the coarser the paper, the coarser the screen of the block. As illustration plays such an important part in any publication, do not experiment. If you are not at all certain, let the printer do it. Line or Zinco blocks are needed for sketches or cartoons.

Once the text was ready the Editor took it along to the printer and asked for two "galley" proofs of the text. After making minor alterations on one, the other was cut up and pasted into position on one of the dummy copies, adding heading, sub-heading as needed. The two were returned and later we received "page" proofs. Should there be any alterations to make this is the last chance. Where illustrations are printed on art paper (as most are) time must be allowed for them to dry, otherwise the whole effect will be spoilt. You just cannot rush good printing.

Proved a Vote-getter

The actual cost of "Your Windsor" worked out to be £77-5-0 for printing £30 for blocks; £10 for photographs and copyright fees, total £117-5-0. We ordered 3,500 copies and sold 3,050 at 6d. (£76-5-0)

The loss sustained was well repaid in the effect it had on the general public.

The interest aroused was considerable and undoubtedly was the greatest single contributory factor in our winning the election. Had we not embarked on this we should have spent money in other forms of publicity with no return and less effect.

Actually we consider we saved money on the election campaign. It is because

of the expense involved that a careful analysis of the position be made prior to launching the project. Remember too, that the public has had a surfeit of printed matter and unless it is attractively presented it will not take. Incidentally, the monthly journal we produce does pay!

The Normanton Poser

By JOHN PINKERTON

A candidate fails to appoint an election agent.

A case which is probably unique in election experience occurred in the Normanton Parliamentary By-Election where the Independent Candidate, Dr. D. W. Hartley, did not at the time of nomination, name an Election Agent, as is required by Section 24 of the C.I.P.P. Act 1883, nor did he name himself as Agent as is allowed by sub-Section 2 of Section 24, and although he is allowed the whole of that day apart from nomination hours in which to fulfil this requirement, he failed to do so.

This seems the first case of such failure. None of the standard legal volumes I have consulted give any reference to a comparable case.

There has been much speculation as to how Dr. Hartley stands in relation to conducting an election but there is no dubiety as to the legal position.

Agent's Function

In the first place the election agent of a candidate by himself or by his sub-agent shall appoint every polling agent, clerk and messenger employed for payment, and hire every Committee room hired on behalf of the candidate. Section 27 (1) C.I.P.P.A. Secondly, "a person other than the election agent of a candidate shall *not* incur any expenses on account of holding public meetings or issuing advertisements, circulars, or publications for the purpose of promoting or procuring the election of any candidate at a parliamentary election unless he is authorised in writing to do so by such election agent." R.P.A. 1918 34. (1). Contravention of the above Section 34 (1) renders a person guilty of a corrupt practice. (R.P.A. 34 (2).)

Thirdly, no payment and no advance or deposit shall be made by a candidate at an election in respect of

any expenses incurred or on account of or in respect of the conduct or management of such election, otherwise than by or through the election agent of the candidate. Section 23 C.I.P.P.A.

There is no possibility of a candidate using the statutory "£100 personal expenses" in connection with such expenditure. "Personal expenses" are for such costs as might be incurred in a candidate travelling to and about the constituency and the reasonable expenses of his living at hotels or elsewhere for the purposes of, and in relation to his election. C.I.P.P.A. Section 31 (1).

Personal Expenses

The candidate must be careful not to pay under the name of personal expenses any legal expense that should be incurred or paid by or through his election agent, if he does he is performing an illegal practice.

Finally, if the candidate who has not appointed an agent does not hire any committee room, polling clerk, nor enters into any expense whatever in connection with the election, he still falls foul of the law in that every candidate's election agent is required to make a return and declaration of election expenses to the returning officer within 35 days after the day on which the candidates are declared elected.

Not having an election agent makes it impossible for Dr. Hartley to make a return and declaration. Even if there have been no expenses whatever in the election, a return and declaration to that effect must be made.

Had Dr. Hartley been successful at the poll and been elected he would have been incapacitated from taking his seat in Parliament as Member for the Constituency, Sec. 33 (5) C.I.P.P.A. because of his failure to make the return within the stipulated time.

Coupons or Courses ?

By J. P. M. MILLAR, General Secretary, National Council of Labour Colleges

Labour education for Labour supporters—that's what the N.C.L.C. offers. Here is an outline of the facilities available to Party members and branches.

Last year about £600,000,000 was spent on football pools, greyhound racing and other forms of gambling. Most of that sum was spent by the workers. It is obvious, therefore, that a substantial amount of working-class recreational time is spent in studying the form of football teams and in filling up coupons.

It is safe to say that the proportion of workers engaged in this sort of "homework" is many thousands of times greater than the number of workers who, as homework, take up those studies which are essential if the Labour Government is to be properly backed in the great work it is trying to do to establish a Socialist Britain. It is estimated that over 4,000,000 people fill in coupons weekly.

Everyone knows that large numbers of trade unionists do little more than pay their trade union contributions, and that large numbers of Labour Party voters do little more than vote Labour.

One of the great needs of the Trade Union and Labour Movement, therefore, is to stimulate as many of their members as possible into realising that they can get as much interest in studying political, economic and social questions and in equipping themselves for work in the Labour Movement as they can get in filling up football coupons.

What N.C.L.C. Offers

It is because of the need for Labour education that, away back in 1908, steps were taken to establish the Labour College Movement. To-day, the bulk of trade unions are affiliated to the National Council of Labour Colleges, and therefore provide their members with the following very extensive educational scheme:—

- (a) *Free access to classes;*
- (b) *Free postal courses on thirty-one subjects ranging from economics and trade union branch administration to electioneering and problems facing Labour Britain;*

- (c) *Free branch lectures;*
- (d) *Free access to non-residential day and week-end schools;*
- (e) *Lantern lectures to branches; and*
- (f) *Scholarships to residential week's summer schools.*

The educational facilities for which the unions are paying the N.C.L.C. have obviously been of great advantage to the Labour Party, as very large numbers of Labour Party officials, paid and unpaid, as well as Labour M.P.s and Cabinet Ministers, have had a substantial part of their adult education through the Labour College Movement.

In these circumstances, it is in the interest of Labour Party members to encourage trade unionists to take advantage of the free facilities which nowadays not only cover subjects like economics and history, but subjects like local government, chairmanship, public speaking and so on. *Actually, one of the most successful of our new courses was a course that we brought out towards the end of the war entitled "Planning for Reconstruction." Trade union officials and active members of the Labour Party have told us that they made that Course the basis of many of the speeches they made during the General Election.*

The N.C.L.C., however, is not merely a trade union educational organisation. It has always claimed the support of all genuine working-class bodies, including local Labour Parties. The latter can affiliate to the N.C.L.C. by paying 2d. per member per annum. That provides the members with free access to N.C.L.C. classes, representation on our local College Committee, and N.C.L.C. postal courses at a discount of 25 per cent., which amounts to 10/6d. on a 12-lesson course.

The N.C.L.C. is also prepared to run for local Labour Parties classes and discussion groups, and quite a number of these are at present running.

An important facility that is always available is Lantern Lectures. Every N.C.L.C. Division is equipped to give

these lectures. Here are a few of the subjects available: — The British Labour Movement; the Social System We Live In; Social Security; World Order or World Chaos; and Education To-day and To-morrow.

Film Strip

The latest film strip is "The Purpose of the State and the History of Parliament." Already about a dozen Labour M.P.s have ordered copies of this film strip.

What are the advantages of the facilities we provide? Some people imagine that we exist only for those people who are already interested in taking part in Labour education. Actually, an important part of our work arises from the fact that our education schemes enable us to get trade unionists to become active instead of passive members of the Labour Movement.

Perhaps the most striking example of that was the case of a member of the N.U.R. The following is an extract from the letter he wrote to us:—

"I have been a member of the N.U.R. for twenty-six years. From the commencement of my work as a postal student in the year 1940 to the present time, I have been possessed of a mental satisfaction that I'd never enjoyed before. Over the last few years I have read extensively on all manner of subjects which I have never tackled before. I have been responsible too for introducing to the Liverpool libraries many books on Socialism and Trade Unionism and allied subjects.

"The money I have laid out as contributions to the N.U.R. for twenty-six years has been well spent, if only for the benefit that I have received from the educational scheme."

If you are interested in the educational work we are doing please drop me a line addressed to the N.C.L.C., Tillicoultry, Scotland, to which address we moved from London as a result of bombing. The N.C.L.C. covers the whole of Britain as well as Northern Ireland.

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PARTY CONVERSATION

Welcome in the Demobbed

By COLIN MACPHEE

Our membership target is 1,000,000 individual members by Christmas. That means an extra 300,000 members. Where are we to find them? One answer is—in the ranks of the demobbed.

There is no doubt that most local parties have only touched the fringe of this big potential reservoir of lively and energetic men and women. And most parties which have recruited ex-service men and women in numbers are those which have made special efforts to contact them.

One good example of initiative in this field lies before me now. It is a leaflet issued by the Hartlepoons D.L.P. inviting ex-service folk to a Welcome Home and Forces Quiz night at the local Labour Hall on a Sunday evening, when two M.P.s would be present. The leaflet is a model of its kind—brief, attractively displayed, and couched in friendly terms. Just the sort of thing that would attract anyone who is beginning to find his or her feet in Civvy Street.

Here is an idea which has rung the bell in a number of areas. Has your Party tried welcoming in the demobbed at a special "do" in your town, city or village?

* * *

No. 1 Recruiter

WHO is the Party's No. 1 Recruiter?

One candidate for the position is Mrs. Clayden, of the Brentford and Chiswick party, who has personally enrolled 140 new members since the General Election. Her secret? A fellow ward member says: "It is her go and common sense and easy way of approaching people. And her persistence. If her client does not answer the door, she goes round the back or calls again. In the end she gets her member." Mrs. Clayden, who is the secretary of the women's section of the Party, has a grand record.

Who can beat her score of 140? If there is anyone in your Party with a better record, let's hear about him or her. This column is open to receive details of the Party's best recruiters, with some reasons for their success. I shall hope to publish a few names next month.

THREE attractive, well-produced new Labour papers to hand—the Brentford and Chiswick Labour News, the Chelmsford Clarion, and the Bexley News, all published by the local D.L.P.s.

Brentford's News is bright, readable and newsy and its make-up is particularly easy on the eyes. Chelmsford's Clarion features local housing in a big way and reproduces an interesting Iso-type diagram on the number of houses in construction and an analysis of the waiting list. This gives a vivid and revealing picture of the local housing situation.

The Bexley News is packed full of local news and gossip, and there is also a good article on the local housing situation. All three papers, with proper support, should flourish exceedingly.

* * *

Films That Inform

HOW many local parties know that they can arrange free film shows for members through the Central Office of Information? Many of the C.O.I. films are attractive and informative and streets ahead of much of the stuff we see in the commercial cinema.

Only conditions are that the films must be shown to members only and that no charge is made for admission. The C.O.I. supplies a projectionist and a mobile unit. For parties in the London area arrangements should be made through the Film Officer, C.O.I., 70 Victoria Street, S.W.1, and a similar service is available through the C.O.I. organisation in the provinces.

If they wish, local parties can arrange film shows on specific subjects such as "Food," "Planning," "Health" and "Education." Such films as "Proud City," the film of the Labour L.C.C.'s plan for London, or "World of Plenty," Paul Rotha's brilliant documentary on the food situation, are available.

Someone once said, somewhere, that the film is the greatest propaganda medium there is. We should get around to using it more.



Don't let Labour Miss the Bus

The National Council of Labour Colleges was built by workers. It can play its vital part in the Workers' Movement only if it is used. Why not make use of it by attending an N.C.L.C. Class or taking an N.C.L.C. Postal Course. There are Courses on :—

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Fire Brigades Union
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Nat. Union of Sheet Metal Workers
Nat. Union of Tailors & Garment Workers
Nelson Weavers' Association
Plumbers, Glaziers and Domestic Engineers
Power Loom Carpet Weavers and Textile
Workers
Railway Clerks' Association*
Scottish Brass Turners, Fitters, Finishers
and Instrument Makers' Association
Scottish Colliery Enginemen and Boilermen
Scottish Horse and Motormen's Association
Scottish Painters' Society
Scottish Typographical Association
Scottish Union of Bakers
Sheet-iron and Light Plate Workers' Society
South Wales Miners
Spring Makers, Tool Makers and Grinders
Typographical Association
Union of Shop Distributive and Allied
Workers
Warwickshire Miners

†Courses at quarter cost

A Postal Order for 1/- will bring you three pamphlets :—Education and Power, The Trained Mind—Trained for What? and Labour and Leisure. These pamphlets give amongst other things the cost of the courses to those who are not members of the above Unions.

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